

## **Public Education Topic Team Status Report**

The Public Education Topic Team is responsible for developing communications recommendations to support implementation of a Hydrogen Highway network in the state of California. The Team developed a mission statement early on that carried forward the spirit of the executive order, and established focus points for the team.

From that point, the Team identified four primary target audience groups and several secondary audiences, for which awareness of the Hydrogen Highway network is critical. Sub-teams were established to research current communication about hydrogen to form a baseline that would help bring to surface communication gaps and any critical issues that will need to be considered.

The Public Education Topic Team meets on a bi-monthly to monthly basis to establish guiding strategies for developing the communications plan, and create working groups to complete specific components of the plan. There are four working groups that have been tasked with outlining a structure for a communications plan based upon the primary target audiences. Each working group is led by one of the topic team members, holds their own phone conferences and meetings, and coordinates closely with the Co-Chairs and Managers of the Team. All working groups will provide initial drafts to the Public Education Team on July 21, 2004.

The Public Education Co-Chairs and Manager coordinate with the working groups on a daily basis, to assist their efforts, monitor progress, and maintain focus on the objectives of the team. In addition, Co-Chairs and Managers of all the topic teams hold System Integration conferences bi-monthly to coordinate each team's efforts, and provide status reports.

The Public Education topic team's public meeting is scheduled for Thursday August 12, 2004 at the South Coast Air Quality Management District's Auditorium in Diamond Bar, California. During the meeting, staff will present initial considerations for the communications plan, and a panel of industry representatives will provide insight to topics that will be critical in development of the communications plan.